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FINTECH OCTOBER 26-27

FORWARD

EE INDUSTRY TOUR

AGENDA

DAY 1: SATURDAY, OCTOBER 26

2:30 pm – 4:00 pm Registrations | [Mövenpick Hotel & Residences Lobby](#)

4:00 pm Bus to Offsite #1 | *Meet at Mövenpick Hotel & Residences Lobby*

4:30 pm – 6:00 pm **Offsite #1: Decoding Tamara's BNPL Success in MENA** | [Tamara Office](#)
Welcome remarks by Abdulmajeed Alsukhan (Tamara) and Lateefa Alwaalan (Endeavor Saudi Arabia), followed by an EE2EE conversation between Abdulmajeed and Mazen AlDarrab (Zid) on building Tamara.

6:00 pm Bus to Dinner | *Leaving from Tamara Office*

6:30 pm – 9:00 pm Welcome Dinner | [La Petite Maison](#)

9:00 pm Bus to Hotel | *Leaving from La Petite Maison*

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EE INDUSTRY TOUR

AGENDA

DAY 2: SUNDAY, OCTOBER 27

6:30 am – 9:45 am	Self-directed Breakfast Mövenpick Hotel & Residences Lobby
9:45 am	Bus to Offsite #2 Meet at Mövenpick Hotel & Residences Lobby
10:15 am – 11:30 am	Offsite #2: Deep Dive into Careem's Super App Journey Careem Office <i>In an EE2EE chat, Abdulla Elyas (Careem) converses with Mohammad AlRazaz (OTO) about Careem's path to become MENA's #1 super app, with a strong financial services proposition for consumers.</i>
11:30 am	Bus to Offsite #3 Leaving from Careem Office
12:00 pm – 1:30 pm	Offsite #3: Exploring Expansion to Saudi Arabia & GCC Fintech Saudi Unplugging Regulations: Karim Samakie (Fintech Saudi) speaks with regulators, Ahmad Alajlan (Capital Markets Authority), Turkey Kabarah (Saudi Central Bank), and Abdulmalek Alrashid (Ministry of Investment), about the evolution of an enabling regulatory ecosystem in Saudi Arabia. Riding Regulatory Tailwinds: Raed Madanat (Endeavor Saudi Arabia) trades insights with EE Abdullah Aljadhah (Rewaa), EE Maher Loubieh (Hala), and Maria Medvedeva (Mastercard) on key regulatory success, ecosystem benefits, and opportunities for partnerships. Expansion Case Study: EE Omair Ansari (Abhi) has a conversation with Kriti Sapra (Endeavor Global) on Abhi's expansion to GCC from Pakistan.
1:30 pm – 3:00 pm	Lunch Il Baretto
3:00 pm	Bus to Offsite #4 Leaving from Il Baretto
3:30 pm – 4:45 pm	Offsite #4: Unlocking Global Investments Riyad Bank SME Center <i>MENA-based investors, Bader Al Mana (Sanabil), Khalifa Alhajeri (Mubadala), and Haifa Al-Moqbil (SVC), share their global investment thesis and outlook in a discussion with Yana El Dirani (Endeavor Catalyst).</i>
4:45 pm	Bus to Recreation Tour and Dinner Leaving from Riyad Bank SME Center
5:30 pm - 9:00 pm	Recreation Tour and Dinner Diriyah <i>Enjoy a walking tour of Diriyah (UNESCO World Heritage Site), followed by an authentic dining experience at a local farm. Delights include a feast of Najd cuisine, traditional music and dance, camel rides, photo booths, and more!</i>
8:30pm - 9:00 pm	Bus to Hotel Leaving from Diriyah

*Shuttle buses available

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FINTECH OCTOBER 28

FORWARD

MENA SUMMIT

AGENDA

MONDAY, OCTOBER 28

6:30 am – 8:30 am	Self-directed Breakfast Mövenpick Hotel & Residences Lobby
8:45 am	Bus to Summit venue Meet at Mövenpick Hotel & Residences Lobby
9:00 am - 10:00 am	Registrations King Abdulaziz Center for Cultural Communication
10:00 am - 10:30 am	Opening Remarks - Riyadh Unleashed <i>H.E. Mohammed Alkuwaiz (Capital Market Authority) and Lateefa Alwaalan (Endeavor Saudi Arabia) discuss Riyadh's emergence as a prominent Fintech hub in MENA.</i>
10:30 am - 11:00 am	Evolution of the MENA Entrepreneurial Ecosystem <i>Fadi Ghandour (Wamda) and H.E. Dr. Nabeel Koshak (SVC) walk through the growth of the regional entrepreneurial ecosystem to its current state of distinction today, with Allen Taylor (Endeavor Catalyst).</i>
11:00 am – 11:30 am	Future Forward - The State of Fintech in MENA <i>Sandeep Bakshi (Prosus) delves into regional Fintech trends and opportunities with EEs Ahmad AlZaini (Foodics), Ahmad Hammouda (Thndr), Gaurav Biswas (TruKker), and Omar Saleh (Khazna).</i>
11:30 am - 12:00 pm	Coffee Break
12:00 pm – 1:00 pm	Parallel Breakout Sessions: Accelerating Fintech Successes in MENA Session #1: Investing in MENA: Fintech Opportunities and Trends <i>Yana El Dirani (Endeavor Catalyst) dives into MENA investing with global investors, GV Ravishankar (Peak XV), Monica Brand (Quona Capital), Scott Sobel (Valor Capital Group), Ziyad Baeshen (General Atlantic), and Sara Asad (MSA Novo).</i> Session #2: Financing Innovations in the Islamic World <i>Fintech founders from SEA and MENA, EE Vikra Ijas (Kitabisa), EE Amr Sultan (Blnk), EE Omair Ansari (Abhi), and Osama AlRaei (Lendo) talk Shariah compliant lending, insurtech, and unique financing strategies like the issuance of securitized, Sukuk bonds, with Haila AIObaidan (Endeavor Saudi Arabia).</i> Session #3: The Open Banking Wave in MENA <i>Fintech entrepreneurs, EE Ayman Essawy (Connect Money), EE Ismael Belkhatat (Chari), Dalal AlRayes (Spare), and Sultan Alkhatat (Drahim), speak about pioneering open banking and Banking-as-a-service (BaaS) solutions in the region, with Nasim Novin (Endeavor Global).</i>

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FINTECH OCTOBER 28

FORWARD

MENA SUMMIT

AGENDA

MONDAY, OCTOBER 28 (Cont.)

1:00 pm - 2:15 pm

Networking Lunch

Mingle and connect with participants over a delicious, leisurely lunch.

2:15 pm - 2:45 pm

Driving Disruption - Emergence of Digital Banks

Christos Kolimenakis (JP Morgan) talks with Eze Szafir (D360 Bank) about the rapid growth of newly licensed digital banks in the Kingdom, and opportunities ahead.

2:45 pm - 3:30 pm

(Re)shaping the IPO Landscape - Rise of The Gulf

Adrian Garcia-Aranyos (Endeavor Global) discusses IPO trends in Saudi Arabia, Gulf capital markets, and reforms, with Nasser Alajaji (Tadawul), Michael Harris (NYSE), Mazin AlZaidi (STV), and Abdullah Yousef (TAM).

3:30 pm - 4:15 pm

The Long Game - Investments and Impact Internationally

Former Endeavor Global Board Member Bill Ford (General Atlantic) shares insights into the firm's origins, mission, and vision, and intersection with Endeavor's impact in underserved markets, over nearly three decades, in a candid discussion with Allen Taylor (Endeavor Catalyst).

4:15 pm - 5:00 pm

Beyond the Unicorn - "Untold" Stories by a Serial Entrepreneur

EE Hosam Arab (Tabby) chats about his decade-long entrepreneurial journey, redefining the regional retail and consumer finance landscape, leadership philosophy, the role of "unicorns," and more, in a "one-of-a-kind" conversation with Kriti Sapra (Endeavor Global).

5:00 pm - 5:15 pm

Closing Remarks

5:15 pm

Bus to Hotel | *Leaving from King Abdulaziz Center*

5:15 pm - 7:15 pm

Free Time

7:15 pm

Bus to Dinner Venue | *Leaving from Mövenpick Hotel & Residences Lobby*

8:00 pm - 11:00 pm

Networking Dinner | Sidra Compound

Enjoy a night of local cuisine and culture, hosted by Endeavor Saudi Arabia Board Chairman Mussab Almuhaideb, at his beautiful compound.

10:30 pm

Bus to Hotel | *Leaving from Sidra Compound*